PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Jim Myracle DATE: December 4, 1986

FROM: Nancy Brennan

SUBJECT: Marlboro Lights Menthol Product Development - Research

This requests development of a Lights Menthol for Marlboro along the lines of the "Blues" product.

While the recent Marlboro Menthol disguised ad/pack test results do not necessarily predict failure in the marketplace, they also do not predict resounding success. Because we have only one chance on Marlboro Menthol, we feel it is important to test (out of market) additional options to be sure we have left no stones unturned.

Advertising is a variable which we cannot change significantly. Remaining in Marlboro Country is the only option which allows us to launch a line extension and protect our current franchise as well. The product is a variable we can change.

To that end, the "Blues" ad/pack results suggest the Salem smoker might be interested in a different product when combined with different imagery. Perhaps the Salem smoker would also be more interested in Marlboro if the product we offer is somewhat different from his own. To restate, give the target smoker the combination of a different but acceptable mainstream product and new, acceptable imagery.

We have an interest in conducting consumer testing of such a Lights Menthol product using the same positioning and advertising we have already developed. As the full flavor "cream" product is available, I believe market research will initiate similar research on that now.

Will you please let me know if further information is needed, if there is any problem in getting this project on schedule, and what our development timetable looks like.

Thanks.

NEB:dc

cc: M. Bennett
K. Eisen
C. Levy
R. Stirlen

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Source: https://www.industrydocuments.ucsf.edu/docs/ppjj0004